

Minutes of the Executive Committee

Monday, November 16, 2009

Chair Dwyer called the meeting to order at 8:30 a.m.

Present: Supervisors Jim Dwyer (Chair), Bonnie Morris, Fritz Ruf, Dave Swan, Tom Schellinger, Duane Paulson, and Pat Haukohl.

Also Present Chief of Staff Mark Mader, Legislative Policy Advisor Dave Krahn, Senior Financial Analyst Bill Duckwitz, UW-Extension Director Marcia Jante, Commercial Horticulture Educator Kristin Krojowski, Treasurer Pam Reeves, Waukesha County Economic Development Corp. (WCEDC) Executive Director Bill Mitchell, and Greg Bell of Business for Good. Recorded by Mary Pedersen, County Board Office.

Legislative Update

Krahn gave an update on the following bills as outlined in his report, none of which were controversial for the County at this point: AB 110, AB 130, AB 159, AB 178, AB 230, AB 258, AB 347, AB 395, AB 403, AB 511, AB 512, AB 550, SJR 11, and SB 107.

Haukohl asked if anyone is opposing AB 426 which can extend the life of some TID's to 40 years. Krahn said not many. The Assembly passed it but that doesn't mean the Senate will; that doesn't mean the governor will sign it either. Haukohl asked that this be a future agenda item and that certain members of our delegation be invited to this discussion.

Krahn said AB 524 creates a two-tiered small claims system. This bill is problematic for Waukesha County due to a lack of adequate funding. Krahn advised SB 66 (OWI legislation) is the bill to watch because it does not adequately fund costs. He said the legislature may not address this bill until early next year although they could call for a special session yet this year. SB 205, allowing the creation of regional transit authorities, is in draft form and has not yet been introduced. The countywide assessment issue is starting to emerge and the DOR has begun setting up town hall meetings to discuss the issue. A meeting will be held in Madison on November 30 and Administration Director Norm Cummings plans to attend.

Discuss and Consider Ordinance 164-O-060: Modify the Waukesha County UW-Extension Budget to Accept the United States Department of Agriculture's Agriculture Marketing Service Grant for the Farmers' Market Promotion Program (FMPP)

MOTION: Paulson moved, second by Ruf to approve Ordinance 164-O-060.

Jante and Krojowski discussed this ordinance which involves accepting a \$35,296 federal grant to help promote successful and sustainable farmers' markets through the development of a statewide Wisconsin farmers' market association and an association website. Krojowski went on to explain how this fits into their larger program. Krojowski said direct marketing will allow farmers to capture as much profit as possible. Staff will work with farmers' market managers and give them the skills and knowledge they need for a successful market. She advised that the number of farmers' markets in SE Wisconsin has grown from 36 to 50 in the last two years. There are eight fully established farmers' markets in Waukesha County plus a few additional smaller markets.

Krojowski said most farmers' market manager positions turn over within five years. It is a huge job and most of them are volunteers, some are paid workers earning about \$10 per hour, and others are municipal workers who do this as part of their job description. The association will connect managers so they can share information and provide them with a website that contains a variety of information.

For informational purposes, Krojowski distributed copies of "Farm Fresh Atlas of Southeastern Wisconsin 2009 – A Year-Round Local Food Guide" and a UWEX newsletter on keeping farmers' markets strong and sustainable.

Motion carried 7-0.

Ascertain Sale Values for County-Owned Foreclosure Properties with Values Less than \$5,000

Reeves referred to her handout and after an in-depth discussion, the following properties, taken through the administrative foreclosure process, were valued and acted on as follows.

MOTION: Morris moved, second by Ruf to approve the recommended sale price of \$3,000 for NBC 1235.999. Motion carried 7-0.

MOTION: Haukohl moved, second by Ruf to approve the recommended sale price of \$1,000 for WAKC 1310.067. Motion carried 7-0.

MOTION: Haukohl moved, second by Morris to approve the recommended sale price of \$100 for DELC 0797.943. Motion carried 7-0.

MOTION: Paulson moved, second by Ruf to approve the recommended sale price of \$200 for VNT 2158.976. Motion carried 7-0.

MOTION: Haukohl moved, second by Morris to approve the recommended sale price of \$200 for BV 1009.213.001. Motion carried 7-0.

Update on Waukesha County Economic Development Corporation Sustainability Initiative
Mitchell introduced Bell of Business for Good, an external communications firm. Mitchell advised earlier this year they worked with Vandewall & Associates of Madison on economic positioning and developing the county's economic assets to compete in the future. There is a lot of senior management talent in the County. Roughly 11% of the retired CEO's in the region do not give up their permanent residence in Waukesha County. Unfortunately, however, we can no longer use quality of life as a selling point because other states compete for the same businesses and they claim the same quality of life.

Mitchell advised there are currently 22 projects on the books. A project is defined as a company that is considering leaving the county, expanding in some way, or in economic distress. Of those, 17 are actively considering locations outside the county. The top two Vandewall recommendations were: 1) become an innovation hub, and 2) sustainability and green technology. Mitchell recommended the latter as the strategy we deploy which was supported by the WCEDC Executive Committee. Businesses have responded positively and have agreed to support it including Aurora, WE Energies, Environmental Systems, etc.

Mitchell felt they are moving forward in a great direction and this should be a good year for the Corporation. So far this year they have received more than 3,100 phone calls, 7,100 emails, and conducted 404 business site visits. A business plan has been written incorporating the sustainability work and the WCEDC Executive Committee gave him permission to allocate up to 25% of the Corporation's resources to make this happen. WCEDC will be the think tank and a separate entity will be created to work just on sustainability, primarily due to workload. This will be proposed to the WCEDC Board on Wednesday. A Sustainability Advisory Team was established last year with Quad Graphics consisting of 12 business leaders including Kohl's, Johnson Controls, etc. The team consists of a high quality group of individuals to help other businesses with sustainable business practices to save them money and perhaps differentiate them from competitors. Mitchell said feedback from the businesses has been phenomenal. Bell went on to discuss the initiative further.

Mitchell said so far they have raised more than \$86,000 for this initiative. They received \$90,000 in Community Development Block Grant funds, operational dollars, to help test these concepts in the marketplace. They also submitted a proposal to be the administrator of \$440,000 in stimulus dollars. They will propose that interested businesses go through an assessment tool, which they built, in order to apply for dollars.

Committee Reports by Committee Chairs for the Following Meetings:

Finance – October 21, 22 & 26, November 4, 2009

Haukohl advised the public hearing on the budget was held on October 21; nobody showed up. The committee also reviewed budgets that day, approved ordinances and a resolution, a fund transfer for the Medical Examiner's Office, and the contract procurement process for program support services for the jail. The committee reviewed budgets and approved ordinances on October 22. The committee reviewed the Non-Departmental and Debt Service budgets and approved two budget amendments on October 26. The committee reviewed governmental (County) and reserved fund balances at their November 4 meeting.

Judiciary – November 13, 2009

Morris said the committee approved two ordinances. Inspector Marks did a great job explaining the City of Pewaukee/Sheriff contract for police services. Over 20 city officers have applied so far for a position with the Sheriff's Department. There were no appearances by the public on this issue. Morris also reported on the PPAC Effective Justice Strategies Subcommittee meeting she attended in Madison.

Land Use – October 20, 2009

Ruf said all of their actions were unanimously adopted by the County Board.

Personnel – October 20, 2009

Schellinger said they approved two ordinances and one resolution which were adopted by the full County Board. The committee also approved revised classification specifications and ended the meeting with a closed session on collective bargaining.

Health & Human Services – October 29 & November 12, 2009

Paulson said the committee, at their November 12 meeting, heard educational presentations on healing trauma and the Hanen Program, and received a report on the County's child welfare program. They heard updates on the H1N1 clinics and funding cuts in the Birth to Three Program.

On November 12, the committee heard presentations on elder abuse and neglect, the mentoring partnership program with Carroll University, and the Equal Access Group at Health & Human Services.

Correspondence

Copies of the most recent correspondence list were distributed to committee members.

Approve Minutes of 10/19/09

MOTION: Paulson moved, second by Schellinger to approve the minutes of October 19. Motion carried 7-0 as amended by Haukohl.

Future Agenda Items

- Discuss Current TID Legislation with Members of our Delegation (Haukohl)
- Discuss the Capital Projects Review Process (Haukohl)
- Discuss Consistency by Departments for Determining Fees (Haukohl)

MOTION: Paulson moved, second by Haukohl to adjourn at 10:50 a.m. Motion carried 7-0.

Respectfully submitted,

Bonnie J. Morris